



Digital Marketing Role Description

JOB TITLE:	Digital Marketing Intern
DEPARTMENT:	Fundraising
Hours:	35 Hours per week
REPORTS TO (JOB TITLE):	Digital Marketing Coordinator
Location:	9 Baggot Street Upper, Dublin 4, Ireland
Duration:	Nine Month Internship
Salary Grade:	Intern
Salary:	€13.85 per hour
Starting Date:	28 th August 2023

JOB PURPOSE

The right candidate will be passionate about all things digital and will help with a range of digital campaigning tasks to help maximize income from online channels, including the recruitment of new supporters and the development of relationships with existing supporters. The intern will also support with maintenance of the website.

He/she will gain a lot of experience in content production, digital fundraising and learn a variety of other skills.

The Digital Marketing Intern will assist the Digital Marketing Coordinator in the overall maintenance and improvement of best practice regarding the digital marketing channels.

The successful candidate will gain experience in all aspects of NGO digital fundraising work and will be treated as a full member of the team.

This is a hybrid role that will involve three days in the office (Tuesday, Wednesdays and Thursdays) and two days working from home (Mondays and Friday).

DIMENSIONS

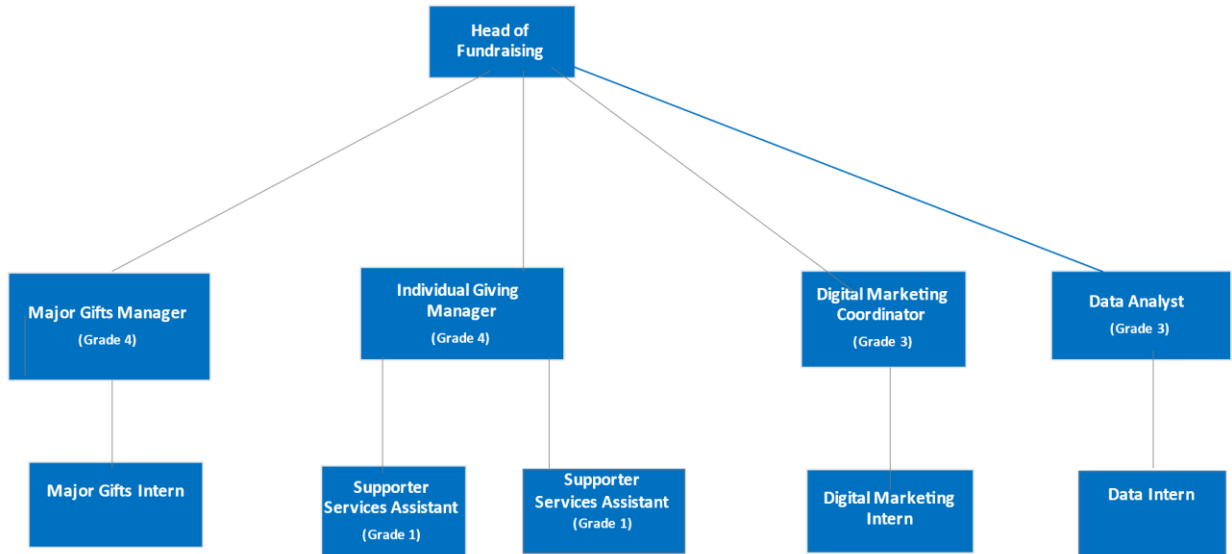
POSITION WITHIN ORGANISATION

The candidate will support and report to the Digital Marketing Coordinator

Works closely with:

- Digital Marketing Coordinator
- Head of Fundraising, MSF Ireland
- Wider Fundraising team
- Communications Manager & Press Officer, MSF Ireland

ORGANISATIONAL STRUCTURE





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CONTEXT

Médecins Sans Frontières/Doctors Without Borders (MSF) provides life-saving emergency relief and longer-term medical care to some of the most vulnerable and excluded communities around the world. As an independent medical humanitarian organisation, we deliver care based only on need, regardless of ethnic origin, gender, religion or political affiliation.

MSF relies on donations from private individuals and organisations for the majority of its income. This private funding gives MSF the freedom to respond where the need is greatest and speak out publicly when we witness acts of violence and unacceptable suffering, free from any political interference.

MSF has around 40,000 local and international staff working in over 70 countries, in some of the most challenging places in the world. Our medical humanitarian projects are supported by teams in 32 countries, including the UK and Ireland, spread across Europe, North and South America, Asia, Africa, and Australasia.

At MSF UK/IE, we support our projects by building relationships with our supporters, increasing awareness of our work, raising funds, providing specialist medical expertise, catalysing change on medical humanitarian issues, and recruiting staff for field operations. MSF UK/IE personnel are dynamic, hard-working, enthusiastic, and committed to MSF's values and aims.

MSF continues to build upon its presence in Ireland to become a widely recognised, accepted, and respected humanitarian organisation among Irish audiences, and within the Irish humanitarian and political sector. This will enable the Irish office to continue contributing operationally to the MSF movement through the following:

- Providing financial support to MSF operations through private fundraising.
- Representing MSF to key stakeholders and decision makers in the Irish humanitarian and political sector.
- Supporting operational human resource needs through the recruitment of Irish field workers



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ACCOUNTABILITIES

- To help develop and implement an evolving digital marketing strategy to maximize all digital marketing channels and content, ensuring it is integrated with offline communications, fundraising initiatives, and campaigns.
- To research and identify opportunities to engage with online influencers.
- To conduct analytical research into site visitors, user journeys and navigation.
- To support the development of content for a monthly e-Newsletter and agree on stories with the wider team in a timely manner.
- To provide online support to fundraisers/events, challenges and third parties.
- To support website maintenance, content audit and creation.
- To help develop web advertising campaigns (Social and Display), from initial brief through copy and design development to final delivery and reporting.
- To leverage paid search engine promotion to drive traffic and maximise the number and value of individual and regular donations made online.
- To assist with day-to-day relationship with external actors (editors, developers, web and donation platform providers, tech support) relating to online channels
- To produce a detailed monthly analysis on all digital fundraising and communications activity.
- To keep up to date with industry innovation and development, testing new channels, content, and messaging where possible to ensure that the correct mix is implemented.

KEY PERFORMANCE INDICATORS

- Website traffic and conversions
- Social media engagement statistics
- Email newsletter engagement statistics
- Data acquisition
- Funds raised across all digital platforms



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KNOWLEDGE, SKILLS & EXPERIENCE

- Genuine interest in and commitment to the humanitarian principles of MSF
- Demonstrable ability to support management of digital channels (PPC, Display, Google Analytics, SEO, etc.) and best practice of same
- Fluent spoken and written English with strong writing and proofreading skills
- Analytical and reporting skills
- Interest in content generation
- Knowledge of the web, online technologies and social media
- Understanding of at least one content management system (CMS) and basic Photoshop skills.
- Ability to think creatively, identify and resolve problems.
- Attention to detail and the ability to effectively multi-task in a deadline driven team.
- Willingness and ability to manage administration
- Strong organisational skills, reliable and self-motivated with the ability to work independently
- Flexible team member ready to adapt to the needs of the wider team.

Other information - Only short-listed candidates will be contacted

Candidates must already have the right to work in Ireland or hold a European passport.

Please apply on our website by submitting a copy of your CV together with a letter of motivation by the closing date. Your covering letter is the most important part of your application. It should be used to tell us how you meet the selection criteria listed on the person specification. Please ensure your covering letter is no more than 2 pages long (2 sides of A4).

MSF IE is an equal opportunities employer. We are committed to diversity and creating an inclusive environment for all employees. We encourage applications from all sections of our diverse community. Please can you complete our anonymous Equity, Diversity & Inclusion form [here](#) .

Closing Date: 14th August 2023 – 5.00 PM (GMT)
Interview dates: ASAP